



COLOR

I am a huge fan of color. You can add in a lot of creativity with colors and it is one of the most powerful composition tools you can have in your arsenal as a photographer.

Unfortunately, color is also one of the most badly used. Having good color in a photo does not equal increasing the saturation and the contrast. In fact, rarely will that be the case.

How you choose to use color is all related to your own personal aesthetic. Some people prefer bright, popping colors that grab viewer's attention, some prefer muted color that are soothing and tranquil and some prefer true to life earth tone colors while others prefer black and white. As you capture photos, pay attention to the things that seem most offer to attract you.

Why do you photograph the way you do? What colors do you find are most prevalent in your work? Is there any particular color you are drawn to when you capture photographs? What is their effect on you psychologically? Does a particular color make you feel good? Is that the effect you would like them to have on the viewers of your photographs? If so, you're on the right track.

Bright primary colors really attract the eye, especially when they are contrasted with a complimentary hue. But there are other ways of creating color contrasts. By



including a bright splash of color against a monochromatic background, for example.

You don't need strong color contrasts to create striking pictures.

Scenes consisting almost entirely of a single hue can be very effective. And those with a limited palette of harmonious shades, such as soft lit landscapes, often make great pictures.

The key is to be selective about how you isolate and frame your subjects to exclude unwanted or distracting bits from your photo.

We will have a look at some nice color examples in the next pages.

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